

# Fortune 50 Telco Changes **Customer Perceptions** One Conversation at a Time

A premier telco recognized there was a huge opportunity to change customer perceptions (and improve sales) by figuring out how to use innovative technology to make its contact centers a source of customer delight.



**8.5%**  
increase in sales  
close rate



**\$6M**  
annual increase in lifetime  
customer revenue



**10%**  
decrease in average  
handle time

**Client**  
Fortune 50 telco company

**Type**  
Service and sales

**Industry**  
communications, media  
& technology

**Product**  
Predictive Behavioral Routing

## The Challenge

As a premier provider of cable, phone, wireless, and internet services, this Fortune 50 telco excelled at creating exciting new products. However, delivering continuous product innovation made creating a great customer experience a challenge.

Customers needed quick and efficient answers when calling to understand how to install and enjoy these products. Poor call experiences led to negative perceptions, making it harder to acquire and retain customers.

The company needed to change perceptions by efficiently resolving

customer needs and providing a better overall experience. The key was getting customers to the right agent the first time and decreasing the number of dissatisfied customers.

## The Solution

The company deployed Mattersight's cloud-based Predictive Behavioral Routing (PBR) in 11 of its contact centers supporting thousands of agents. Tapping into a database with more than 120 million behavioral profiles to pair customers with the best available agents. Better agent-customer connections led to better and more efficient experiences, reduced call backs, and improved sales and retention.

## The Results

"Mattersight offered something no other company did which was to align our customers and agents in a way that creates an experience that differentiates us, and makes the customer appreciate the relationship with us." Collectively, the contact centers have achieved impressive results with PBR thus far, including:

- 8.5% increase in Unit Sale close rate (leading to \$10M annual increase in lifetime customer revenue)
- 1% increase in Unit Retention rate (leading to \$6M annual increase in lifetime customer revenue)
- 10% decrease in average handle time

To learn more about Mattersight Predictive Behavioral Routing and its benefits, visit [mattersight.com](https://mattersight.com).



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**Vice President, Forecasting & Financial Excellence**

